YOUR POLAROID COLOR PACK CAMERA

35¢

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Meet the bunch at Polaroid.

Now there are more Polaroid Land camera models than ever before. The automatic models with electronic shutters. The Swinger. The advanced-amateur, professional Model 180. They all have different features and different capabilities to match their different prices.

The Swinger, of course, is a black and white camera and the Model 180, although a Color Pack Camera, is entirely different from the Automatics because of its manual controls. The technique of operating these cameras is discussed at length in their instruction books.

If you own one of the automatic Polaroid Color Pack Cameras, this magazine is for you. We hope it increases your enjoyment of your camera and gives you some ideas for making exciting and beautiful pictures.

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A gallery of Polaroid color pictures.

Polacolor film is particularly well suited to capturing the muted tones of nature.

Flash shots give exciting indoor pictures.

Candid shots are charming. Train your eye to spot objects that add color to a picture such as the gumball machine.

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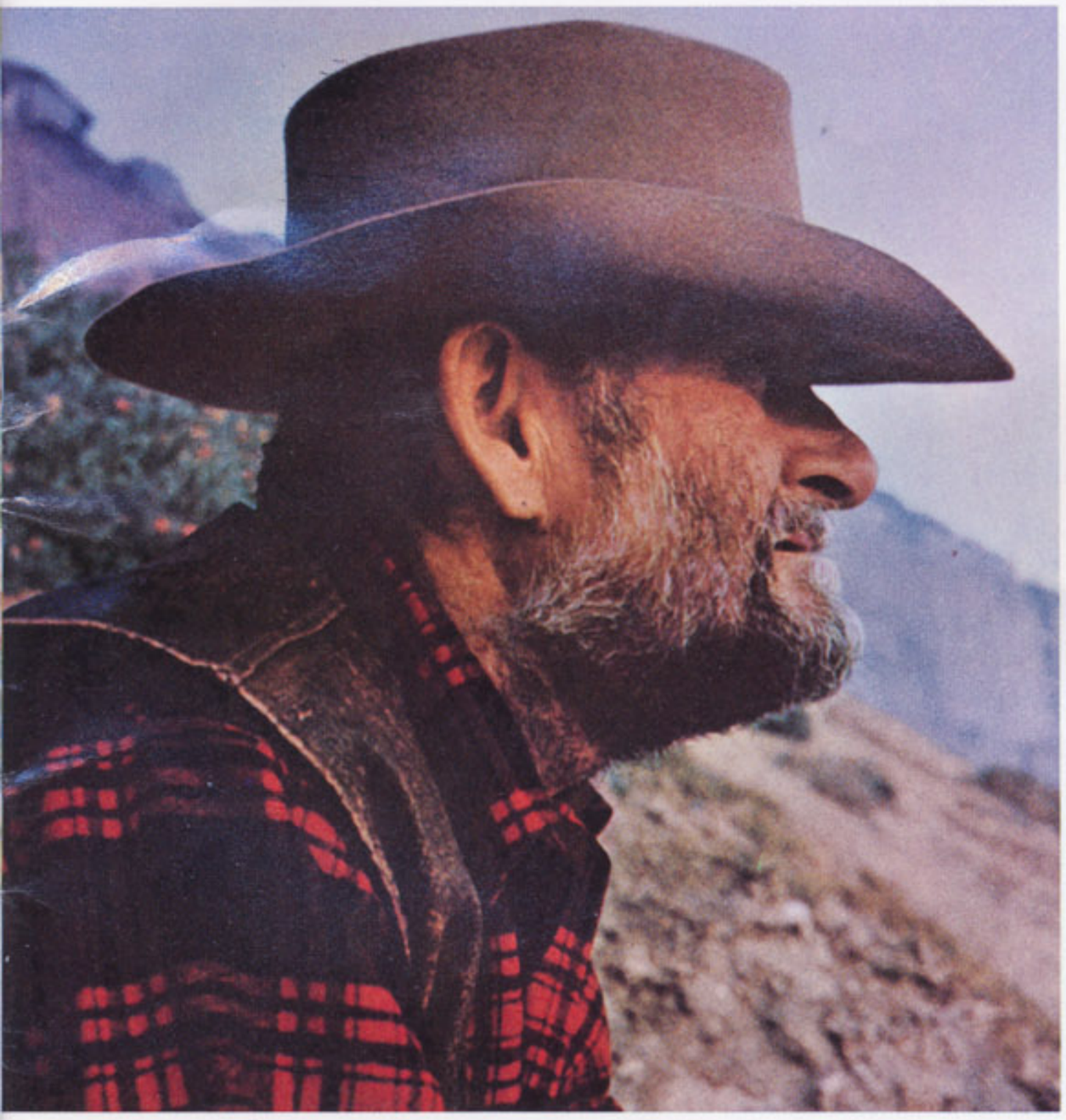
The Portrait Kit can turn a routine vacation shot into a fascinating character study.



Give the subject something to do. It will add interest and relax your model as well.

Industrial and technical pictures with Polacolor film often have a striking beauty.

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How to make better Polaroid color pictures:

Know your camera.

These spots were caused by dirty rollers.

Know your camera.

It's easy to get good pictures with your automatic Polaroid Color Pack Camera. The camera will do most of the work if you will give it a chance. The best and most complete instructions for your camera are in the book that came packed in the camera cover. If you have mislaid your instruction book you can get another one free of charge by writing Polaroid Customer Service, Cambridge, Massachusetts 02139. If you have it handy (many people keep it tucked in the spring holder in the case for ready reference) give it a quick review. You will find that it answers almost any question you might want to ask about the camera.

Are the rollers clean?

Before you load your camera, make certain the rollers are clean. If they are not, your pictures may have white spots, streaks, poor color quality and fogged edges. Also, dirty rollers can prevent the yellow tab from popping out.

Spots on the picture (orange or yellow on Polacolor prints, white on black and white pictures) are caused by dirt in the camera. If spots are evenly placed, as in the picture at right, there is an accumulation on one or both of the steel rollers.

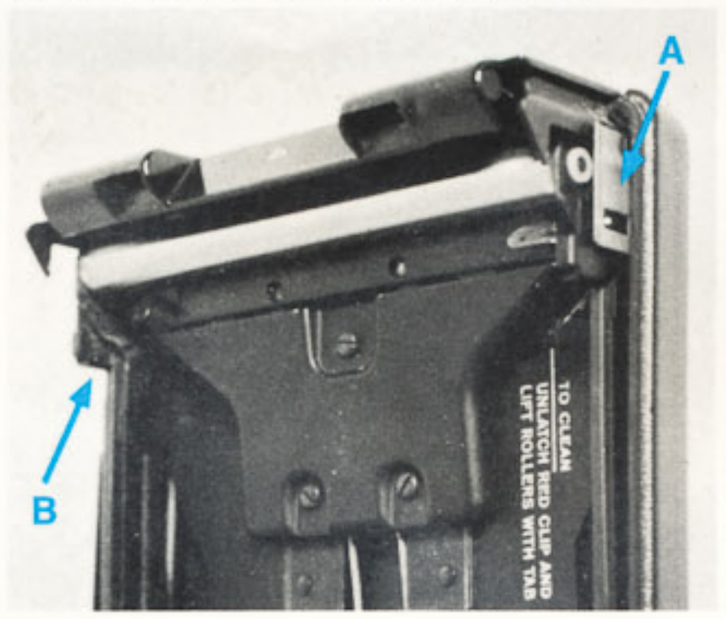
Keep the rollers clean, as shown here.

1. Pull the red clip (A) with your right thumbnail and with your left index finger lift the tab (B). The roller assembly will swing out easily.

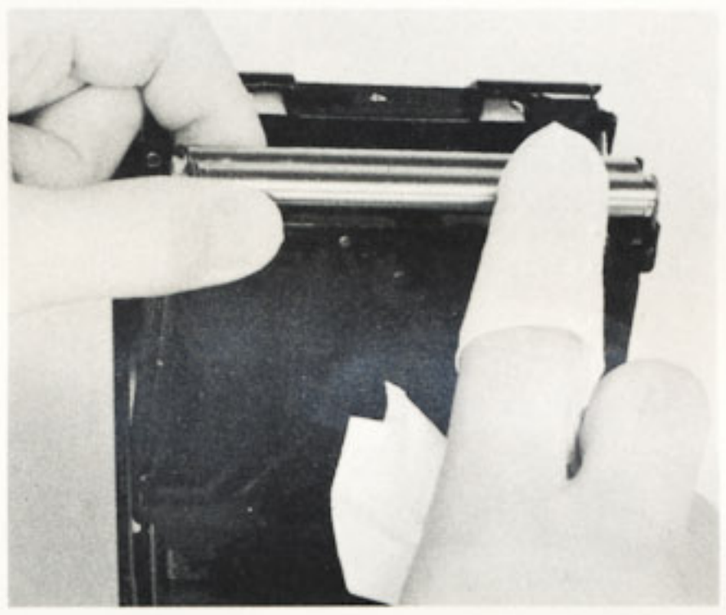
2. Turn the rollers, examining them carefully as you do so. Clean them if necessary with a water-dampened cloth and dry them. Never scrape them with anything metallic nor with your fingernail. Reposition the rollers gently, making certain the red latch engages and holds them fast.

3. With the back open as it would be for loading, lift up the spring-loaded door with your thumb and forefinger as shown. Then clean the back of the door as well as the edges of the exit slot. Use a water-dampened cloth — never a metal instrument.

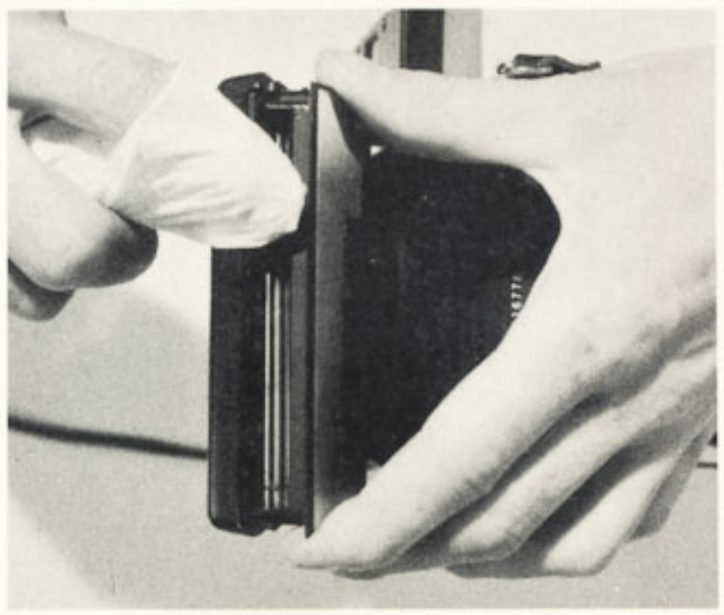
Release clip A, lift tab B to release rollers.



Rotate the rollers and clean with a dampened cloth.



Clean the door and exit slot with a dampened cloth.



Handle the film pack carefully.

Handle the film pack carefully and by the edges. Avoid squeezing it. Any pressure on the pack may prematurely rupture one or more of the pods of developer. The result is an incompletely developed picture that looks like the picture below.

Improper handling of the film pack can cause pictures like this.

Hold the pack on the edges. Do not squeeze.

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Remove the silica gel before loading the color film pack.

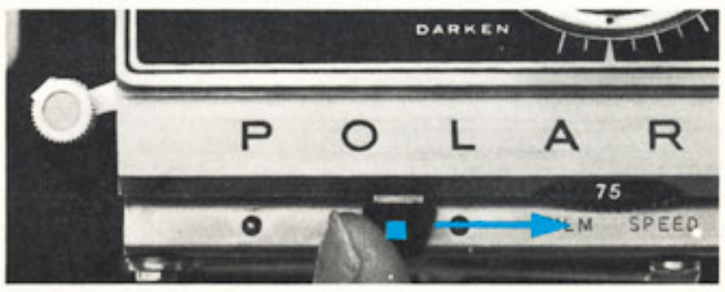
With each pack of color film there is an envelope of silica gel inside the foil bag. This gel is a preservative for color film and should be discarded when you open the foil bag. Be sure not to put it into the camera as you load the color film. Otherwise, you may get a completely black picture.

Discard the silica gel.

Set the camera for the film you are using and the conditions.

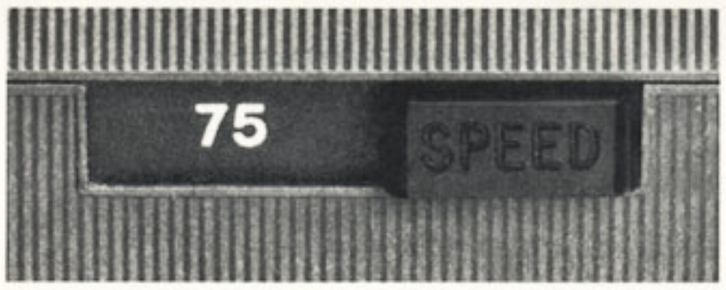
200 series cameras:
Be sure to make the following checks each time you load your camera with color film. Please relate the checks to your camera model.

Models 250, 240, 230, 220: Set the film speed dial to 75. Then set the lighting selector . . .

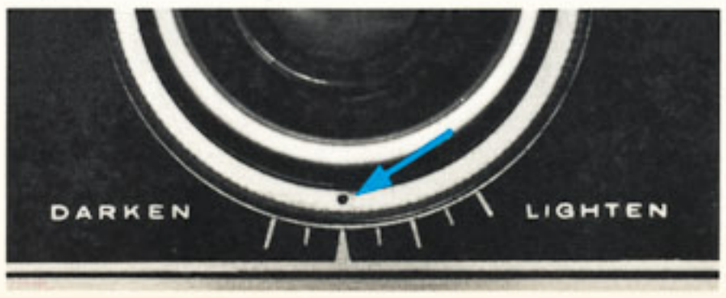


. . . to the correct position.

Model 210: Move the switch so "75" appears.

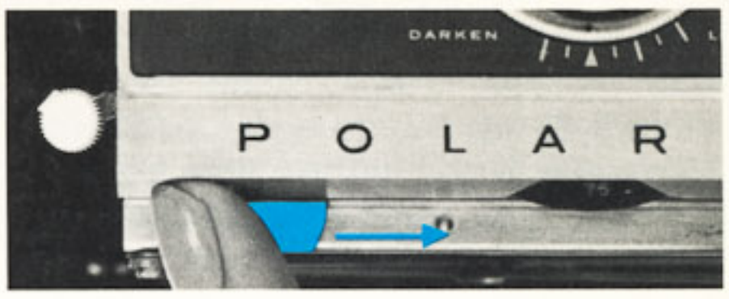


All Models Remember to check the film pack for any special instructions for the L/D control.

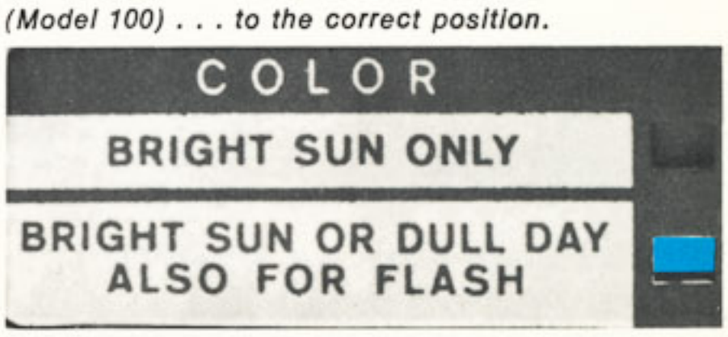


100 series cameras:
Be sure to make the following checks each time you load your camera with color film. Please relate the checks to your camera model.

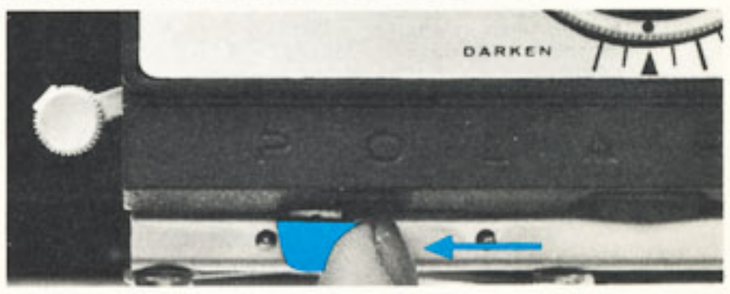
Model 100: Set the film speed dial to 75. Then set the lighting selector . . .



(Model 100) . . . to the correct position.

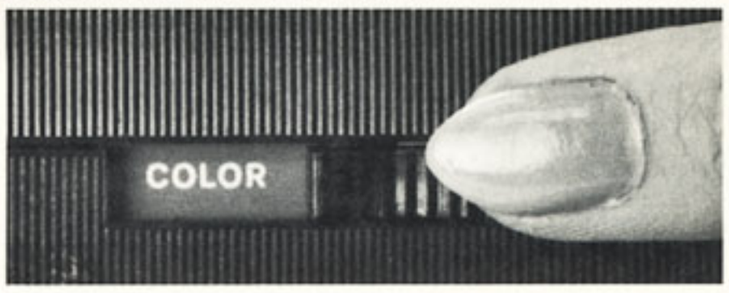


Model 101: Set the film selector so . . .



(Model 101) . . . the arrow points to color.

Other Models: Move the switch so "color" appears.



All Models: Remember to check the film pack for any special instructions for the L/D control.

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Some problems.

If you don't get an image or it is faintly white, your film was either overexposed or lightstruck. Check your film setting. The proper setting will eliminate overexposure. The film will be lightstruck if you pulled the black safety cover before closing the film pack in the camera, or if you removed the pack from the camera after pulling the safety cover.

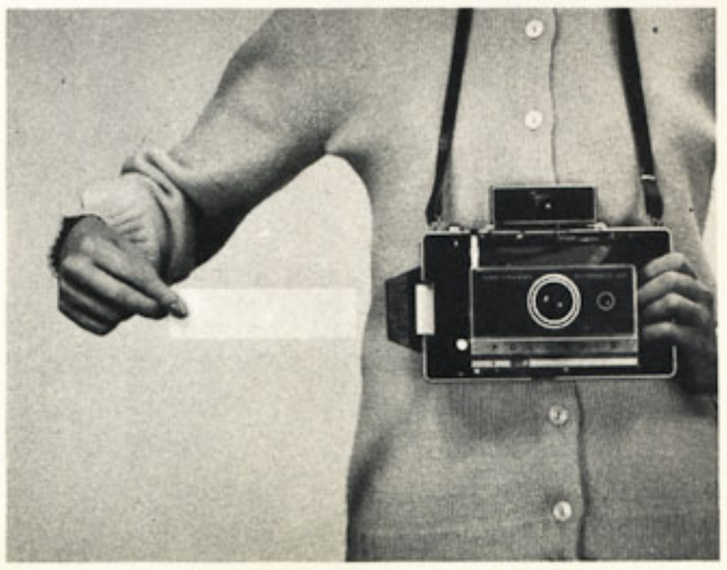
If your picture is black or has a faint black image, check to be sure the camera is set for the type of film you are using. If the setting was correct, perhaps you didn't reset the #3 button before shooting the picture (which means the shutter didn't open).

If neither of these is the problem, check the camera battery (it should be replaced every year). If all of these possible causes have been eliminated, the shutter may be damaged. Take the camera to your dealer or contact Polaroid Customer Service for assistance (see p. 23 for address).

Pull the white tab completely out of the camera.

After taking the picture, pull the white tab completely out of the camera. Otherwise, when you then pull the yellow tab, the white one will be dragged into the camera leaving a rectangle of orange or pink on your color picture (or mottled gray on a black and white picture).

Pull the white tab straight out.



Never pull two white tabs in a row.

After taking a picture, pull the white tab all the way out of the camera and then pull the yellow tab all the way out, too. Never pull a white tab when a yellow tab is in view. If you pull a white tab and a yellow tab doesn't pop into view, *do not pull another white tab* (see the next section).

Your pictures may look like one shown below if you pull two white tabs in a row. In some instances you will jam the camera and get no picture whatsoever. Sometimes you can save the film pack as shown in the next section.

Never pull two white tabs in a row . . .

. . . streaked or mottled pictures will result.

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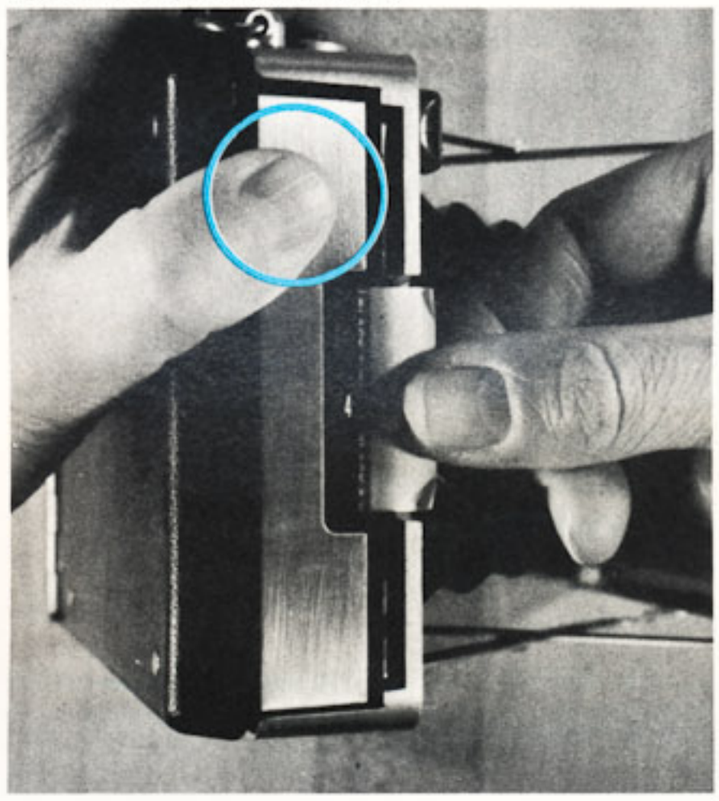
If the yellow tab fails to pop out.

This failure may stem from several things. You may have held the upper slot closed (as in the picture at right) when you pulled the white tab. Your camera may have dirt on the rollers or exit door slot. Below are directions on how to save the pack if the yellow tab fails to pop out.

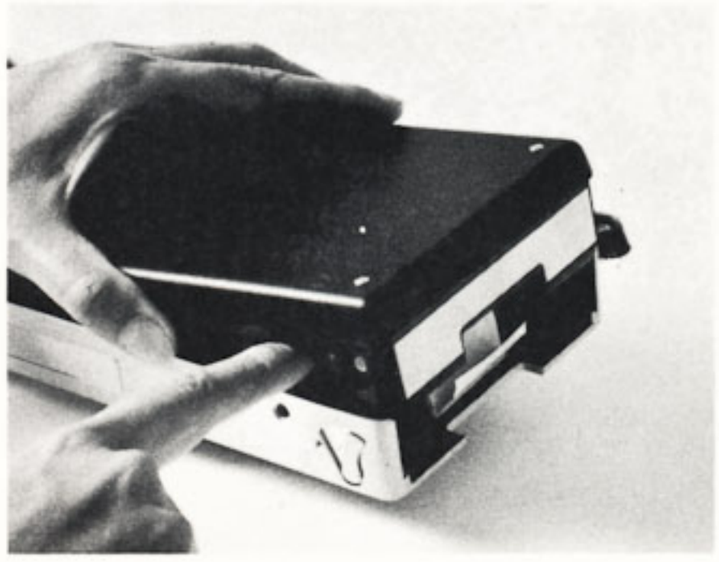
1. Push the back door latch just as you do when loading the camera and lift up the door slowly and gently. Take care not to jiggle or lift the film pack out of its position. To prevent this, put a finger on the edge of the pack to hold it secure as you lift the door. (If the film pack does lift up, the negative for the next picture will be fogged, giving a white picture, but all the rest in the pack will be all right.)
2. Usually, you will see a crumpled yellow tab. Pull it out of the film pack gently and discard it. (Infrequently the yellow tab may have caught part-way through the camera rollers. Never attempt to push it through the rest of the way. Instead, work it back out of the rollers as you continue lifting the door to the full open position. When the tab is completely free, pull it out of the camera and discard it.)
3. After you've discarded the yellow tab, unfold the next white tab (but don't pull it) so that it sticks out beyond the camera.

Close the camera, making sure that both sides lock. The white tab will be sticking out of the slot and you can resume picture-taking.

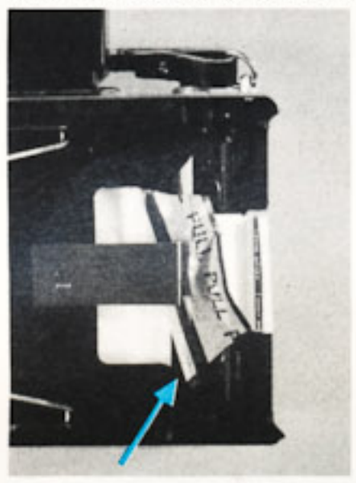
Don't hold upper slot closed.



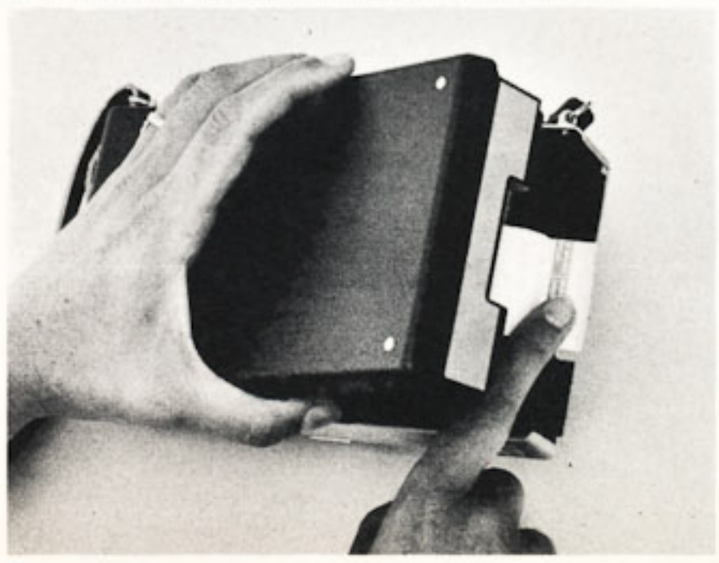
Open the back to release yellow tab.



Pull out crumpled yellow tab and discard it.



Unfold next white tab and close the camera.



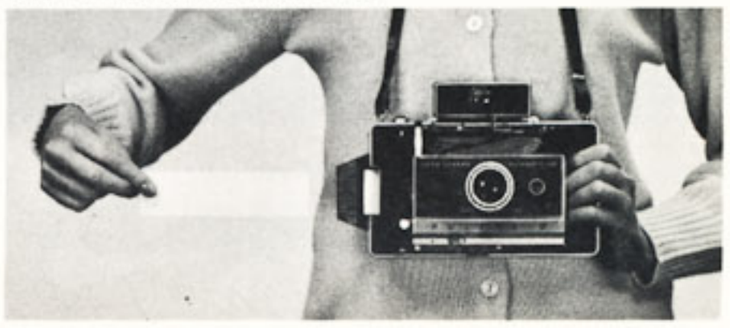
Pull straight, pull fast.

Incompletely developed pictures — such as the one below — are usually caused by "mistracking." This means you pulled the yellow tab out at an angle.

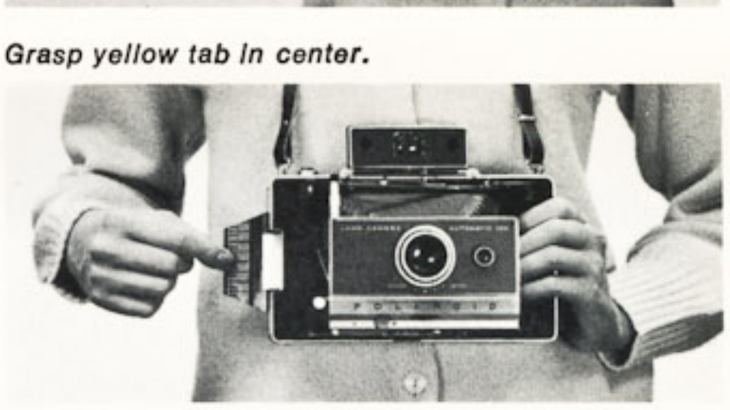
1. Pull the white tab straight out of the camera and discard it.
2. Grasp the yellow tab in the center between your thumb and forefinger. Never grip it in the corner.
3. With your elbow out and your upper arm parallel to your shoulder, pull the yellow tab straight out. Pull quite fast, but don't whip it out and don't stop or hesitate.

Avoid poor development . Pull straight .

Pull white tab straight out.



Grasp yellow tab in center.



Pull yellow tab straight out.

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Develop color pictures 60 seconds or more. Develop black and white pictures for 15 seconds.

An underdeveloped Polacolor picture lacks brilliance and has pink-tan overtones. If it is developed for as little as 10 to 20 seconds, it will be very orange, with a faint, hardly discernible image.

An underdeveloped black and white picture is gray and muddy-looking with no rich blacks. It may also be mottled or blotchy.

After pulling the yellow tab to remove the packet from the camera, do not separate the picture from the negative until after the *full* recommended development time.

Develop color pictures for 60 seconds if the temperature is 70°F or above. Below 65°, use the Cold-Clip. Read the film instructions carefully. If you are in doubt, let the picture develop a few seconds longer. It will not hurt the picture and may help it a lot. Black and white pictures should be developed for 15 seconds. It is better to overdevelop than to underdevelop. When it is cold, increase the developing time — up to 45 seconds at 35°F. Carefully read the instructions packed with the film.

Underdevelopment causes washed-out colors.

Use the Cold-Clip

Always develop pictures the full length of time. If you have color pictures that are dull, with muddy colors, poor contrast and tiny cracks or abrasions, the film was too cold when you developed it. This may happen when temperatures fall below 65°. Use the Cold-Clip that came packed with your camera to prevent this. If in doubt about the temperature, use the Cold-Clip anyway.

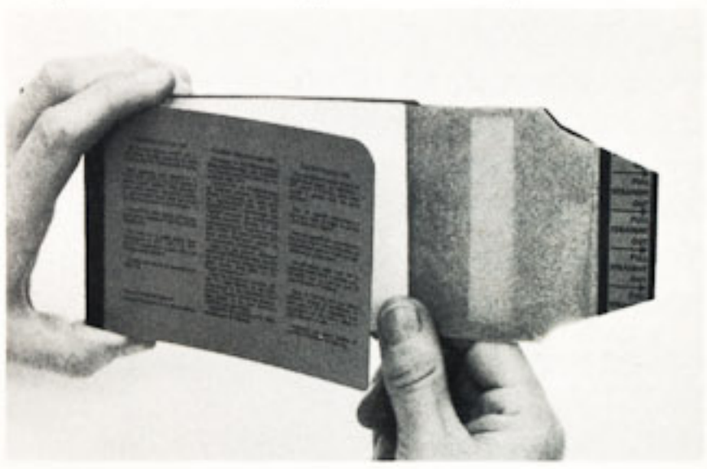
1. Set the L/D control two marks toward lighten.
2. At least five minutes before you need to use it, put the clip in an inside pocket so body heat will warm it up.
3. No more than ten seconds after pulling the yellow tab out of the camera, put the picture inside the Cold-Clip.
4. Immediately place the Cold-Clip in a pocket where body heat will keep it warm. If the temperature is near freezing, hold the clip between body and arm to be sure it stays warm enough.
5. After developing the picture for a full 60 seconds inside the Cold-Clip, remove it and separate it in the usual way.

Below 65°, use the Cold-Clip to avoid this.

Set L/D 2 marks toward lighten.

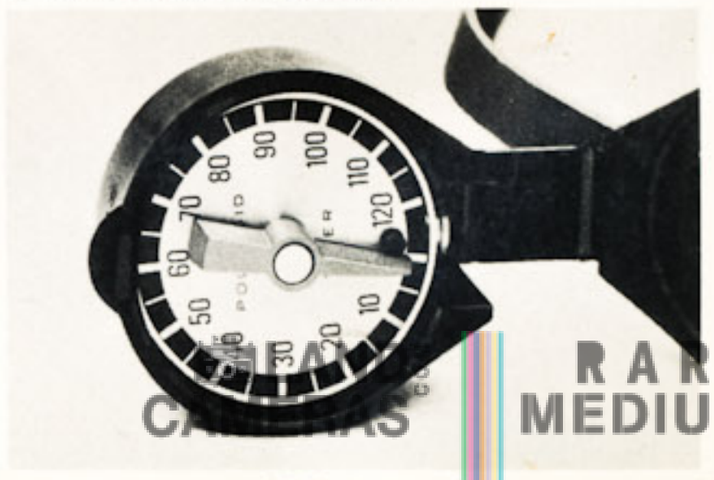
Warm Cold-Clip for 5 minutes before using.

Put picture immediately into Cold-Clip.



Then keep Cold-Clip warm.

Time development accurately.



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Sharpen your shooting eye.

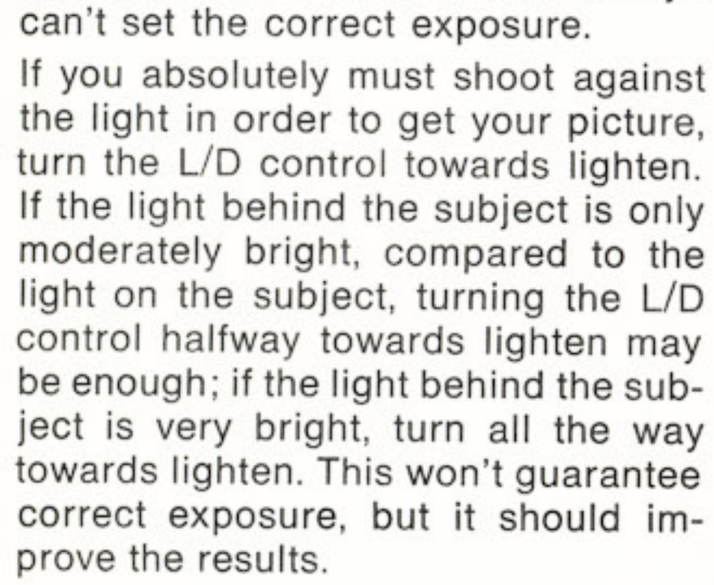
Avoid backlighting.

If your picture looks like the picture below, the electric eye has been "fooled" by a bright light source behind or near the subject. When the electric eye "looks" at a scene, it "sees" more than just the subject. If the subject's face is shaded (as in the picture below) but there is a large bright area in the scene, the eye is affected by the bright light and sets the wrong exposure.

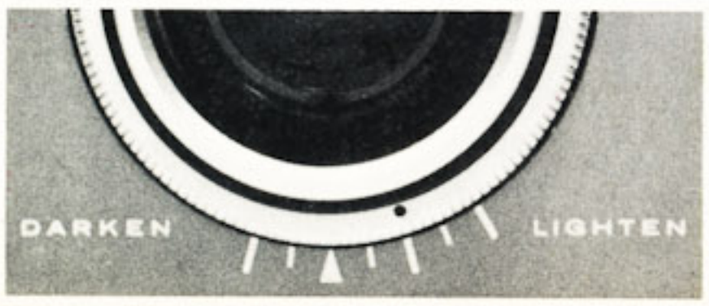
In outdoor pictures, always try to have the light on the subject coming from behind you, over your shoulder. Indoors, avoid having bright windows or strong lamps in the background, or next to your subject. Outdoors or indoors, always follow this rule: *The light on the subject should be just about as bright as the light on the rest of the scene.* If it isn't, the electric eye can't set the correct exposure.

If you absolutely must shoot against the light in order to get your picture, turn the L/D control towards lighten. If the light behind the subject is only moderately bright, compared to the light on the subject, turning the L/D control halfway towards lighten may be enough; if the light behind the subject is very bright, turn all the way towards lighten. This won't guarantee correct exposure, but it should improve the results.

This is extreme backlighting.



Set L/D toward lighten for backlighting.



Put color in your picture.

You can't make a colorful Polacolor picture if your subjects lack color. Dark suits, white shirts, pale tinted dresses — none of these will add any color to the picture. Perhaps you can get your subjects to add color in the form of scarves, sport shirts, ski jackets, sweaters, etc. Or add color to the surroundings with gay pillows, a brightly colored chair, a patchwork quilt over a couch. Or try moving your subject in front of a brightly colored door or wall.

This picture needs some color.

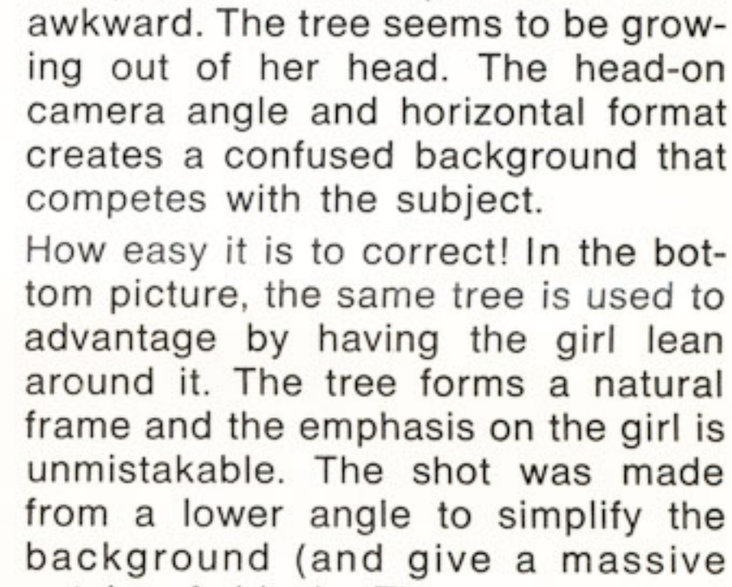
Adding the toy brightens the picture.

Watch your backgrounds.

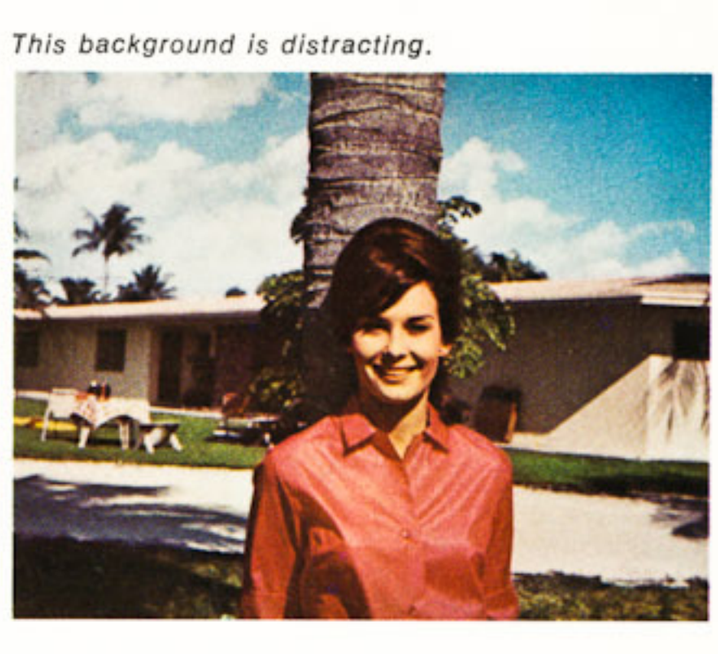
The pose in the first picture below is awkward. The tree seems to be growing out of her head. The head-on camera angle and horizontal format creates a confused background that competes with the subject.

How easy it is to correct! In the bottom picture, the same tree is used to advantage by having the girl lean around it. The tree forms a natural frame and the emphasis on the girl is unmistakable. The shot was made from a lower angle to simplify the background (and give a massive patch of blue). The camera was changed to a vertical position and moved close to let the subject fill the picture.

This background is distracting.



New angle, new pose to emphasize the subject.



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Move in close.

The subject is lost in the first picture below. There is no dominant element. The main interest is not clear.

In the second picture, the camera was moved a few paces closer, to 3½ feet, (approximately arm's length) and what an improvement! There is no question about the interest here.

Move in close for flash.

Your flash pictures will show the details of the scene and the strength of the colors if you move in close.

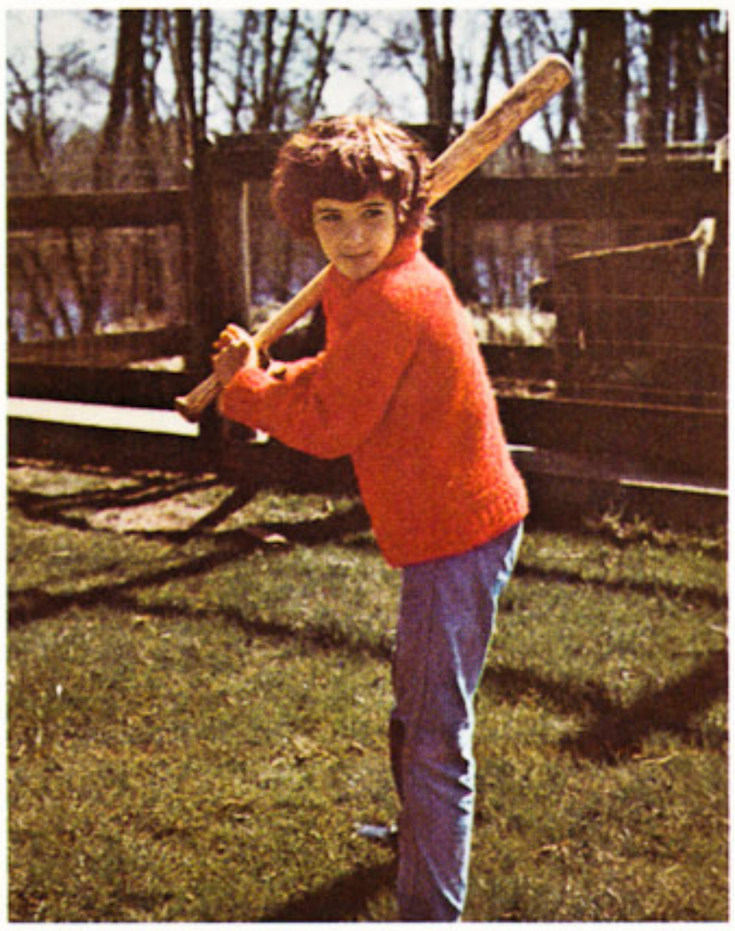
With direct flash you get best results at 4 to 5 feet for color or black and white.

Relax your subjects.

A picture of a pretty girl, but can it be improved?

Yes, give her something to do; in this case, holding the poodle. Her pose is more interesting and natural-looking. There are a dozen alternatives that might have been used. She could be taking a bite out of an apple, looking into a mirror, tying a kerchief, etc. Action, or implied action, helps to give your picture interest and animation.

From 8 feet details are lost.



Subject is stiff and self-conscious.

At 3½ feet picture is much more dramatic.

Flash pictures are better close in, too.

Give her something to do.

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For flash, place the subject near a wall.

You can improve your flash pictures if you place your subjects near a medium colored wall. The background, whether it is light or dark, near or far away from your subject, has more to do with getting a well-exposed flash picture than any other single factor. Here's what to do about different kinds of backgrounds.

Bright, strong colors, such as orange, deep yellow or medium blue are the best backgrounds. Place your subject about an arm's length in front of the background. If you have a white wall or drape, place your subject right against the background, turn the L/D control one or two marks more toward lighten. Or place your subject as far from the background as the camera is from the subject. Example: if you're shooting from 3½ feet, the white background should be 3½ feet behind your subject.

Dark drapes, woodwork, etc. are not desirable, but if you must use them, place your subject as close to the background as possible.

Avoid black backgrounds in your flash shots.

Move your subject close to a wall.

Frame your scenics.

The first picture lacks something in the composition. There is no central point to which your attention is drawn.

In the second shot, a tree makes an ideal "frame" for the picture and may only mean stepping back a few paces. Attention is now drawn to the boats. The addition of foreground gives the picture a "jumping-off place." In other situations, look for an arch, a gate, etc. If nothing else is available, place a person in the foreground as you shoot the scene.

This picture is badly composed.

Frame your scenics to focus attention on the subject of your picture.

Accessories for your camera add to the fun.

Nothing beats the fun of seeing your picture right on the spot. But have you ever taken a picture of yourself? A portrait shot in which the head fills the whole print? A close-up of a beautiful rose? An automatic time exposure of the city at night after a rainstorm? You can do all of these things with the Polaroid Land camera accessories described below. Each one opens up new possibilities for your camera.

Portrait Kit makes beautiful head and shoulder portraits as close as 19 inches. Lens and view-focus adapter clip right to the camera. (#581A for Model 250, #581 for all other models except 104, 125, 210, 215 and 220.)

Close-up Kit opens a whole new world of fun. You can take pictures as close as 9 inches from your subject so that flowers, pets, stamps and coins can be precisely recorded. (#583A for Model 250, #583 for all other models except 104, 125, 210, 215 and 220.)

Cloud Filter* gives added punch to your black and white outdoor shots. An orange filter, it improves the contrast in pictures showing an expanse of sky and clouds.

UV Filter* enhances outdoor color pictures. It removes excess blue and makes colors look more natural. It's especially effective when photographing snow or beach scenes.

Development Timer clips to the camera strap and ensures accuracy in picture development, avoids wasting film because of improper picture development. It is especially useful for color pictures.

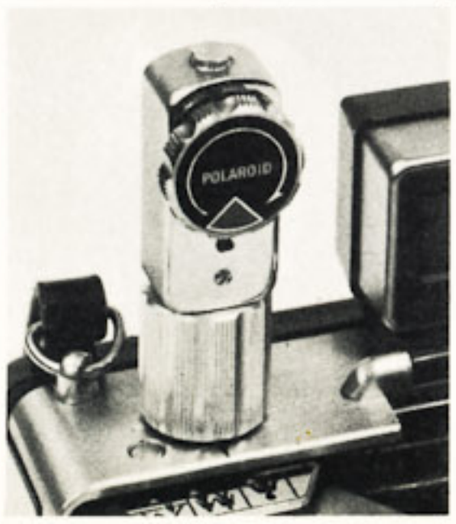
Flashgun clips right to your camera and lets you photograph indoors in color or black and white. It is synchronized with the shutter and requires no distance setting. Flash shots are truly automatic.

* For use with all automatic models except 104, 125, 210, 215 and 220.

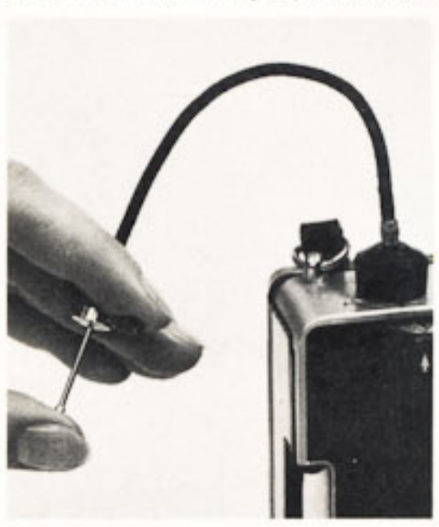
Portrait Kit for pictures as close as 19 inches.

Close-up Kit lets you shoot as close as 9″.

Self-timer lets you get into the picture.



Cable Release helps you make automatic time exposures.



Cloud Filter brightens contrast between clouds and sky.

UV Filter removes excess blue from outdoor color shots.

Self- timer lets you get in the shot. Simply set the release and walk into the picture. In a few seconds the shutter snaps automatically.

Cable Release fits over the shutter and lets you trip the shutter without danger of moving the camera. Useful for automatic time exposures.

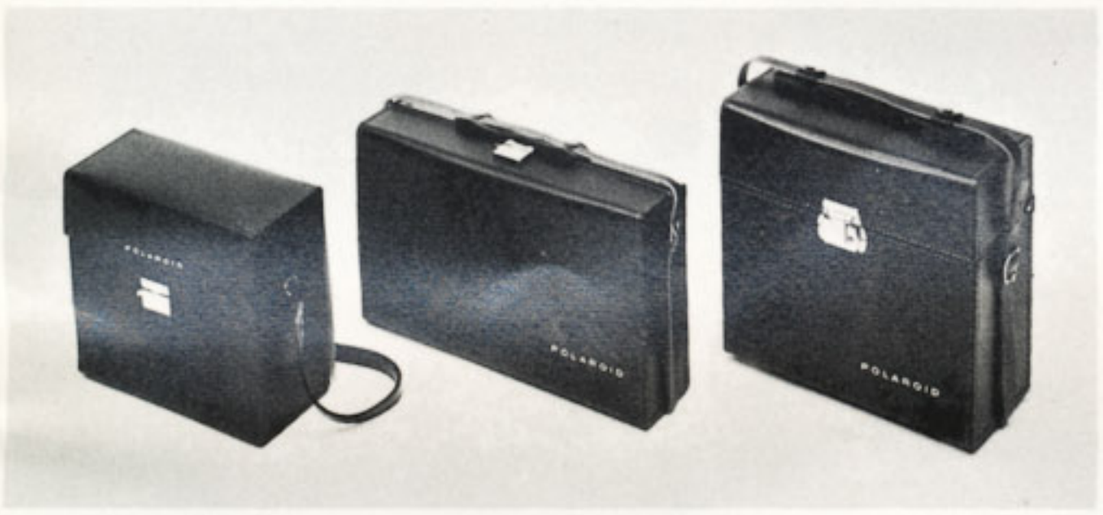
Carrying Cases make it easy to carry everything necessary for on-the-spot picture taking. The #322 (center) holds camera, flashgun, several boxes of film, flashbulbs and accessories. The #324 (right) is larger and has fitted accessory compartments. The #326 is a compartmented budget-priced case.

Polaroid Picture Album is a convenient way to store and display 72 pictures, either black and white or mounted color shots. They lie flat in strong transparent jackets, protected by durable padded vinyl covers. Eight subject index cards are included.

Development Timer.

Flashgun.

Carrying Cases for Automatic Color Pack Cameras.

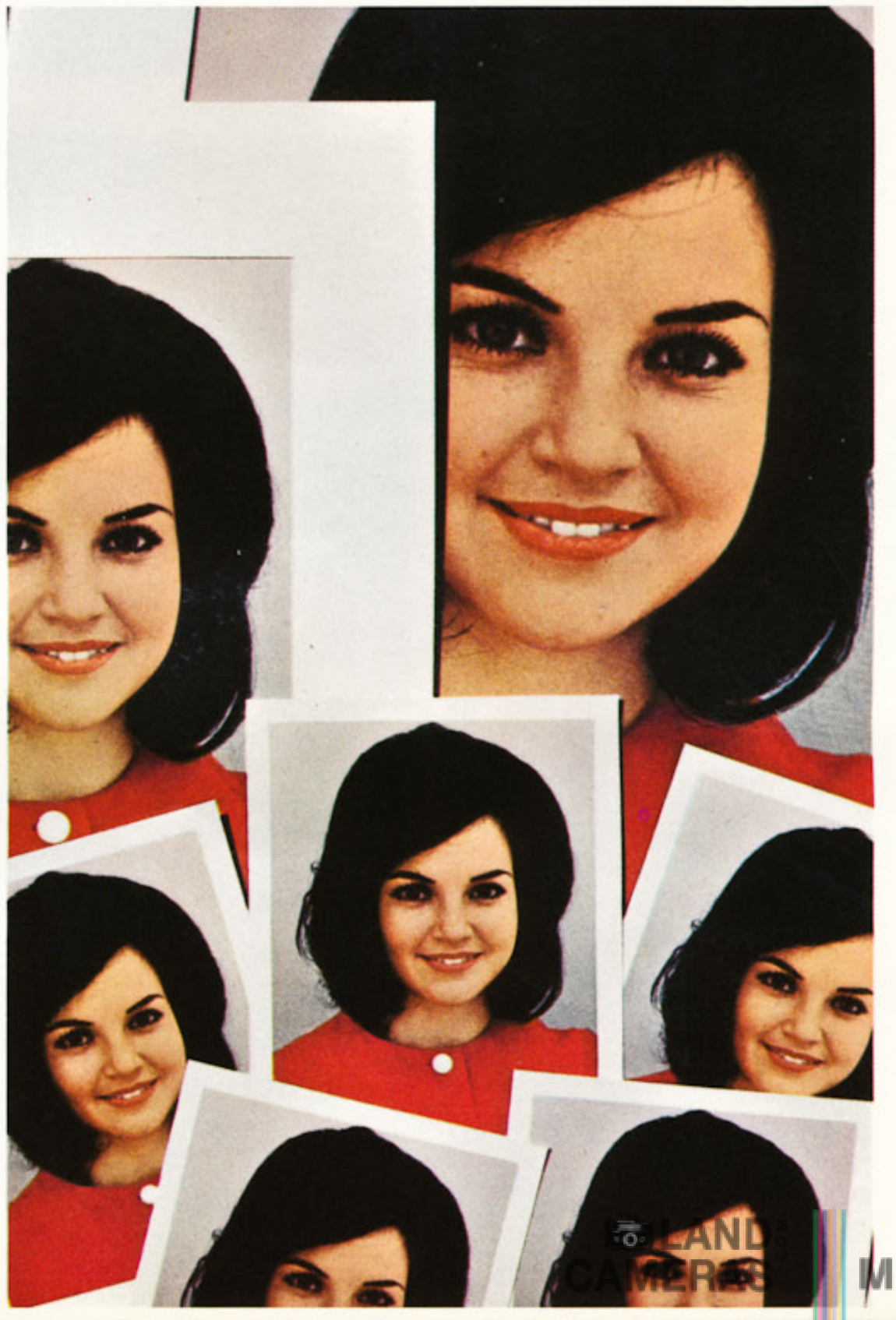


Picture Album lets you store 72 pictures.

Make copies and enlargements of your favorite Polaroid pictures.

Everyone will want to share your favorite pictures, but don't worry. Copies and enlargements — both in black and white and color — are easy to get. They are available from Polaroid Copy Service or directly from your dealer. Whether you want to duplicate color or black and white pictures, reproductions are sharp, clear and remarkably faithful to your original Polaroid picture. Ordering is easy since each package of Polaroid film contains an order form for copies in either $2\frac{1}{2}$″ x $3\frac{1}{4}$″ or $3\frac{1}{4}$″ x $4\frac{1}{4}$″ size. Enlargements may be ordered to 5″ x 7″ or 8″ x 10″. You can also order holiday greeting cards featuring your favorite Polaroid Land pictures. Service is prompt and convenient. It's as near as your mailbox and as handy as your daily postal delivery.

Copies and enlargements are easy to get.



LAND CAMERAS
RARE MEDIUM

A picture of thanks (3).

House hunting; property claims (10 and 11).

New baby (1).

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Thirty picture-taking ideas for your Polaroid Color Pack Camera.

Here are thirty bright picture-taking ideas (reprinted through the courtesy of POPULAR PHOTOGRAPHY MAGAZINE). Chances are you have tried some of them, but we'll bet that others are brand new to you. Here are suggestions of ways you can earn money with your camera, save money with your camera and just have more fun with your camera.

1. New baby.

First of all, shoot through the nursery window as soon as the baby is on display. Use flash for color, or black and white without flash. A picture for each set of grandparents, a picture for bragging at the office and a picture for the baby book are the minimum usually required. Later on pictures of mother with baby, mother with flowers, presents, visitors, doctor and nurses are all desirable parts of the family album. And of course, leaving the hospital and arriving at home complete the story. Note to prospective fathers: when your wife packs her suitcase to leave for the hospital, don't just stand there pacing the floor — pack your camera case.

2. Growing up.

To most parents childhood is just one headlong race to outgrow clothes. This can make a very cute growing-up picture series. On each birthday take two special pictures of the child, one in last year's birthday outfit, one in today's. Pose the child against a carpenter's rule, and see the numbers disappear as the child shoots up.

3. A picture of thanks.

One place where a picture is really worth more than a thousand words is an instant thank-you photo. For instance, take a picture of the baby with the present that just arrived from fond relatives or friends. Send it right off instead of the formal note of gratitude, and you will bring double joy to the giver. What grandmother would not beam to have a picture of the grandchild wearing the new sweater? What grandfather would not get a kick out of seeing an instant snap of the grandson with his new sled? Instant thank-you snapshots will get there fast by airmail, and will give a first-hand look at the present in action.

4. Trick or treat.

It makes a big hit with kids on the Hallowe'en trail when you open the door and take a picture of them. While they are jabbering about tricks or treats, you can peel off the picture for them. Their parents will bless you too, both for the wonderful souvenir and for cutting down on the candy load.

5. Senior prom.

The most exciting social event in the school year is the senior prom and the best way to keep it forever is with Polaroid pictures. The senior class can make arrangements with either the school newspaper photographer or an outside class photographer to do a portrait of every couple at the prom and deliver it on the spot. Prom tickets can be priced to include the picture costs, which are usually much lower than regular nightclub-type pictures.

6. For the serviceman.

Send a raft of family snapshots to the serviceman away from home. And don't forget his best girl. Or you can take a tip from a Red Cross chapter in Texas and send your serviceman a little kit of taped messages from the family along with the Polaroid snapshots.

7. Buying new furnishings.

Buying new furniture or major appliances often involves opinions and decisions from members of the family who cannot go along on the shopping trips. Bring home Polaroid snapshots of the available choices and everyone can go over them together. If you happen to be furnishing an empty room, photograph the room too, and try out different arrangements with cutouts of your furniture pictures, just like a professional set designer. Or, take a picture of your room furnished as is and try out pictures of the new furniture in place of the old.

8. Boat shopping.

When you make the rounds of boatyards, snap details of the boats that interest you and compare them at your leisure. Take your pictures with someone actually on deck or in the cabin. You'll see immediately which boat is the best buy for you when you get all your pictures together.

9. Taking orders.

If you have an extra little business at home, let your camera help you take orders. You can't very well carry around a dozen fancy decorated cakes, but a dozen color snapshots will make them look as good as they taste. If you do home dressmaking, take pictures of your clients wearing each new dress, skirt or coat, so that prospective customers can see how well your work fits. If you want to sell some furniture, carry a snapshot with you.

10. House hunting.

When you are looking for a new house or ideas for building one, keep your camera with you constantly. Take pictures of any house you might consider buying, and perhaps a long shot of the neighborhood. The pictures will be a big help in family deliberations. If you plan to build, snap details of houses that have features you like, and show them to your architect.

11. Property claims.

If you have property that is to be taken over for use in highway development or some similar project, take a tip from professional real estate appraisers. Make a complete Polaroid photo record of your property before and after it is taken over. This way you will have graphic evidence to support any claim you may make for fair recompense. For example, a new highway may leave your roadside stand intact, but remove all the parking facilities for your customers, thus cutting your business. If you have before-and-after pictures of your parking and business activities you can demonstrate the extent to which the highway has affected your business. If you need to make a landscaping claim, photograph the trees and plantings in detail before they are bulldozed away. To illustrate a change in grading, photograph the slope before and after with a post and carpenter's rule to show the difference.

12. Insurance claims.

The best way to forestall any problems in insurance claims is to have

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Artist's sketchbook (17).

Collections (13).

In the classroom (18).

Trick or treat (4).

pictures of everything you insure — household items, jewelry, furs, silver, whatever. Then if you ever do have to make a claim, there is no question what you are talking about. A quick Polaroid picture of your jewelry may help the police to recover it if it is stolen. And should you have a fire, photographs of each room in your house will help you recall the contents. Put the pictures in your bank vault, and update them at least once a year or whenever you buy a major item.

13. Collections, collections.

There are collections of everything from bubble gum cards to art masterpieces, from glass animals to ivory chessmen, stamps, coins, dolls, pipes, patchwork quilts, pitchers, plates, lead soldiers and diamond tiaras. Whatever you collect, by all means photograph it. First for safety and insurance; second for swapping or sales by mail; third just for the fun of it.

14. Dog days and other pets.

A picture series of your puppies or kittens growing up has a special appeal for the whole family. And so do pictures of the children with the pets. New toys, a new dog house, a new pup on the block to challenge your own dog's territory, all are picture possibilities packed with action. A puppy with a face full of milk is a guaranteed heart-breaker and you can get a particularly dramatic one when you use a Polaroid Portrait Kit attachment. Clever close-ups of your fish tank can make your own tropical undersea vistas. And of course if you breed and sell animals, there is nothing so convenient as Polaroid pictures to send to prospective purchasers.

15. Flowers.

There is no end to the uses of Polaroid photography with flowers. Take pictures of successful garden layouts to use as a guide for next year's planting. When you see a garden you like, take snaps of it for adapting the ideas to your own space. Photograph your own prize blooms so people can see your accomplishments later on. A Polaroid Close-Up Kit attachment will let you shoot your prize flowers so that they fill the picture and each detail is captured. Photograph flower arrangements and centerpieces that you would like to do again sometime or that a friend would like to try. Photograph your garden club or fair entries and winners.

16. Do-it-yourself guides.

Take a lesson from industry and make your own picture guides for anything around the house that needs instructions — how to turn the heater on or off; where the fuse box is and what to do with it. Draw or write illustrations on the pictures if necessary. Mount them permanently in strategic places. People won't even need to speak the language to know what to do in an emergency when you aren't there.

17. Artist's sketchbook.

If you like to paint or draw from life, but you can't always stay on the scene, take Polaroid pictures to work from. Many commercial illustrators and portrait painters use this trick to save time on the job, catch a fleeting expression or a lighting effect.

18. In the classroom.

The vast variety of Polaroid Land camera uses in the schoolroom is limited only by the time and inclinations of the instructor. In a small class you can hand prints around the room for the pupils to see first-hand. Large classes and assembly hall groups can be taught with slides. Whatever the subject, the personal touch of the teacher's own pictures will bring the ideas much closer to the children than a standard text will. Subjects that especially lend themselves to individual treatment are nature studies (close-ups of flora and fauna in the area); current events, both worldwide and local; pictures of places the class is planning to visit; civics and good citizenship. Instant pictures can also be used to develop the children's pride in doing good work. Post snapshots of honor-roll students, team winners, children with top attendance records, etc.

19. Term papers and homework.

Time was when typing was considered something special for children's term papers and homework, but many schools now require it. Photography too is coming to play a bigger part in a child's schoolwork, and many kids now find they can add a lot to the presentation if they borrow the family's Polaroid camera. Children we know have illustrated science reports, home-making projects, art history, current events, botany studies, in fact, most of the current curriculum.

20. Celebrity hunting.

Have your camera handy whenever you are in celebrity country and shoot when you see them. In just seconds you can hand them a Polaroid print for an autograph.

21. Civic improvement.

Do you need a new traffic light? A road repaired? A junkyard removed? A "No Parking" sign? New playground equipment? Take some Polaroid shots of the problem area and use them with a citizen's petition to your local government, your Congressman or Senator. It will carry a lot more weight if they can see what you are talking about.

22. Senior citizens help kids.

An about-face for any Senior Citizens Camera Club is to look up a group of needy children in the area and take Polaroid cameras over for a photo visit. Shut-ins, orphans, children in correction homes or hospitals deeply value outside visitors first of all. And second, they are overjoyed with a personal introduction to photography and the magic of seeing their very own picture in a few seconds.

23. Having a wonderful time!

The folks at home will know it for sure when your on-the-spot Polaroid Land vacation pictures arrive in the mail while you are still away! To your friends and family the Golden Gate Bridge, the Statue of Liberty, Grand Canyon, the Eiffel Tower or the Taj Mahal never looked so good as the day you posed beside them. You'll have everybody wishing they were there. And yours is one card nobody will throw out. If you are

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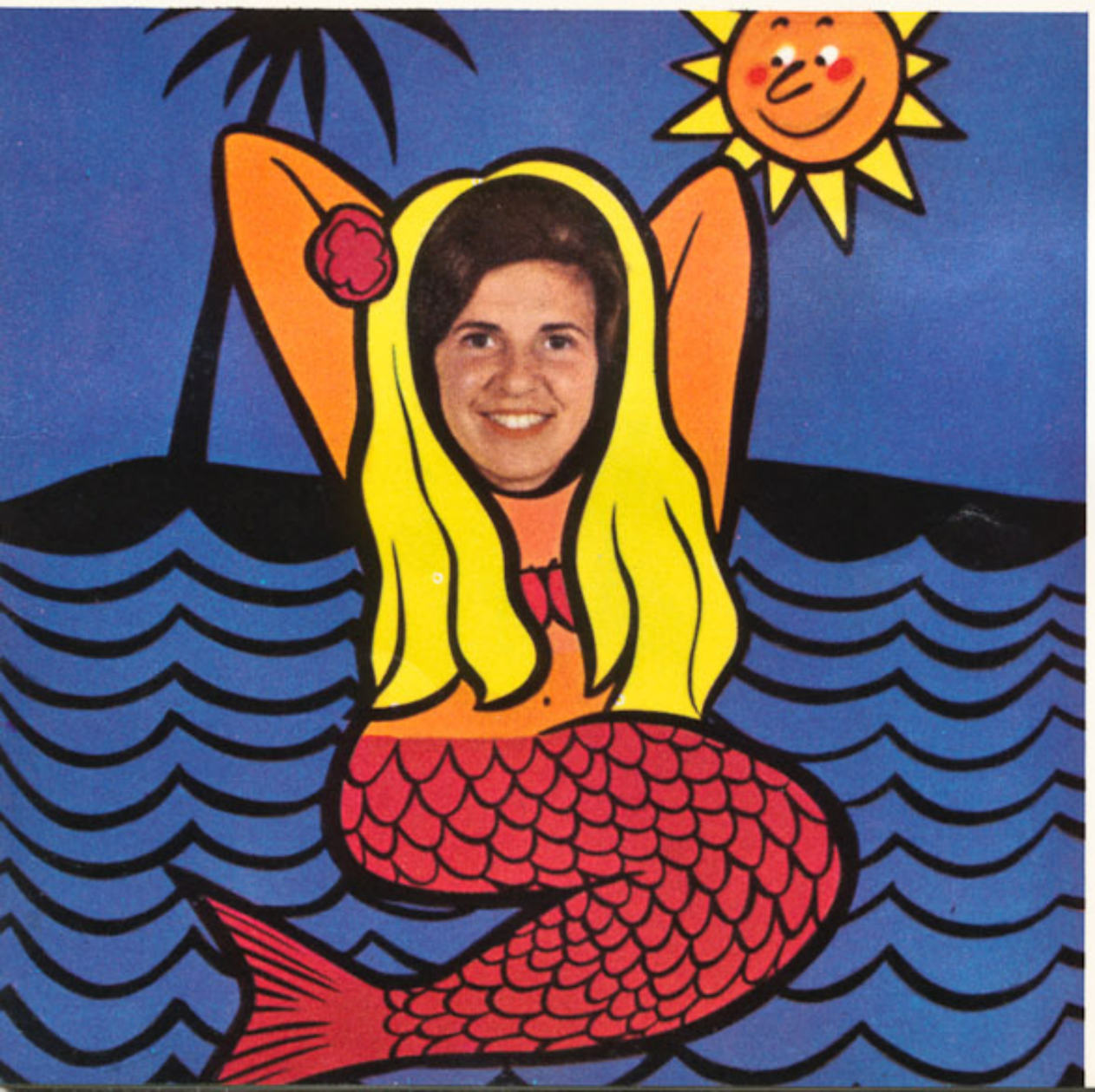
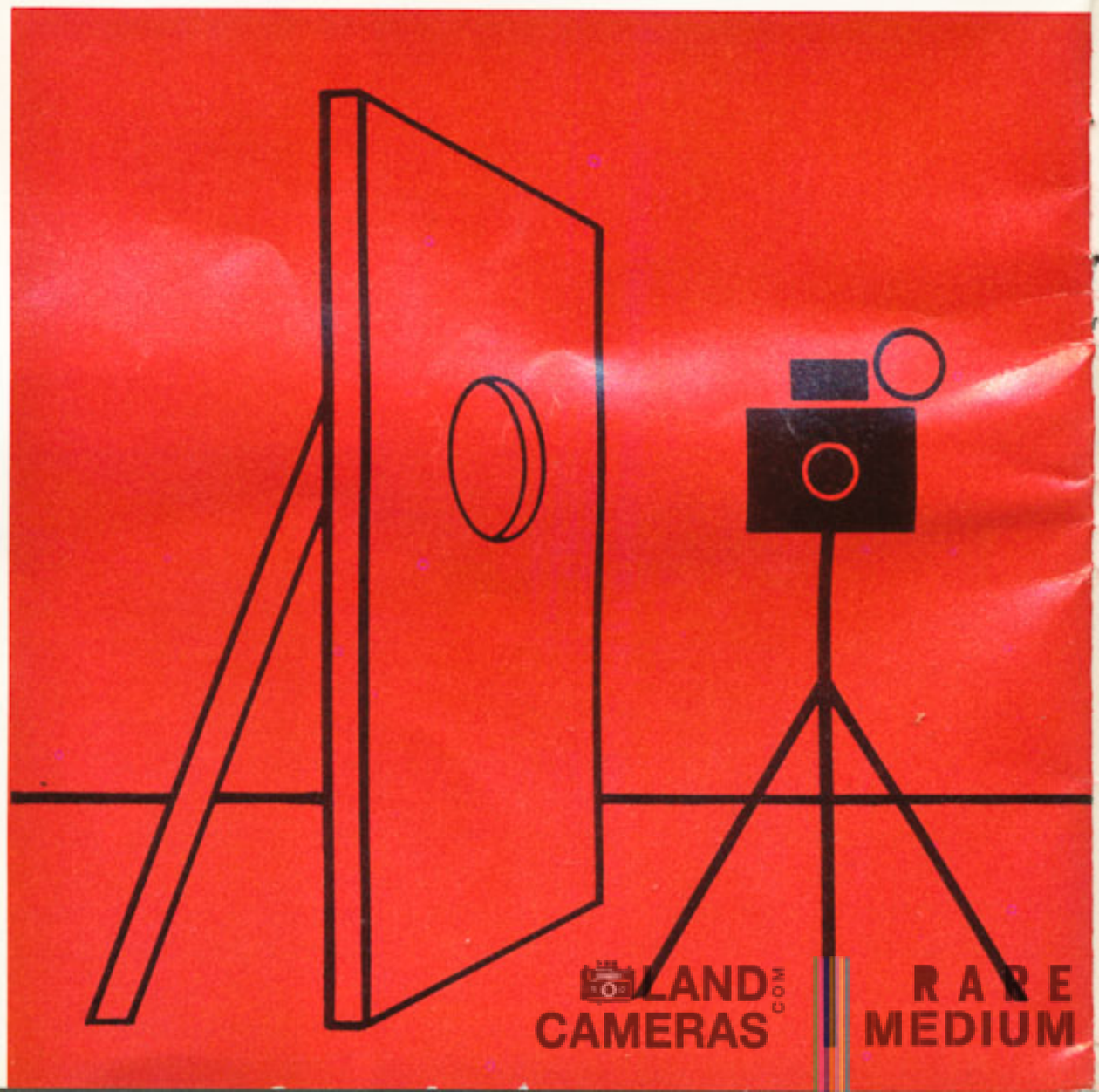
Vacation news picture (25).

Instant travel log (24).

Comic shots (30).



A comic art set-up (30).



traveling alone, use the Self-Timer or show some friendly bystander how to take your picture. And take one of him to return the courtesy. If you travel with a group, you can all take turns. The thing to remember is that *people* make the picture for the stay-at-homes. Familiar faces in exciting places are what the homefolks really want to see.

24. Instant travel log.

It is amazing how much more the trip will mean to you when you keep a log of instant Polaroid pictures as you travel. You will be more alert to catch things of unusual interest, so that you will simply see more. And you will end up with a complete picture record that will hold the trip together for you to relive long after. Start out with an empty album and fill it with landmark pictures as you go along. Famous places, new friends, great views, fascinating wildlife, historic buildings, whatever appeals to you. Use your imagination to work in key identifications — the kids pointing to a roadsign, your wife with the local newspaper, the hotel marquee.

25. Vacation news pictures.

Your local paper may very well have room for a picture of you on vacation that you can airmail back while it is still news. Remember that the paper is in the news business. Try to make it newsworthy, either because of the locale, an interesting activity, or a meeting with somebody special. Attach a brief note with the newspaper essentials — who, what, when and where. Also give your home address, and any community activities you may be in. If your company, club or fraternal organization has newspapers, bear them in mind for vacation pictures too.

26. Making friends.

Your Polaroid Land camera can make friends for you in every direction, and add immeasurably to your trip. It is an automatic conversation-starter at the pool, on the patio or in the club car. A Polaroid picture is a great and lasting way to swap names, addresses and faces with new friends you hope to meet again. We know of students who swapped Polaroid pictures for a night's lodging, exquisite meals and magnificent wine at a tiny French vineyard. And a Polaroid camera is almost a standard part of the press kit for most correspondents traveling in the Soviet Union or other countries where people don't mix too freely. So take a tip from the pros. Take your Polaroid camera when you travel.

27. Comic shots.

For an exciting party make a clipping collection of newspaper and magazine stories and ads showing people from all walks of life, in all sorts of activities. Take a Polaroid portrait of each guest as he arrives at your party and then paste each face, cut out in silhouette, over a face in a clipping. Try to make the wildest combinations you can, and then have each guest act out his new personality. The whole party will be choking with laughter.

28. Cut fund-raising expenses.

Every fund raiser who uses pictures can cut expenses considerably with Polaroid prints and slides. Among the many uses we've heard of are prints for campaign leaflets and brochures; for publicity in newspapers, company papers and club bulletins; as personal souvenirs for volunteer telephone, door-to-door and business fund raisers on the job. The cost of making your own Polaroid pictures is far less than calling in a professional photographer, and a good deal faster.

29. For the organization.

Whether it's a Christmas Bazaar, an Alumni Dinner or a School Fair, a Polaroid camera booth is a good method for raising money. It's also sure to make a hit with everyone. And it works for just about every organization, church, school, hospital or social club. Be sure to take color portraits. You and your customers will be particularly pleased with the pictures you can take with a Polaroid Color Pack Camera equipped with the Portrait Kit. And you'll be surprised how much money you can make.

30. How to make a pop art cut-out.

For a party or a fund-raising attraction, try taking your pictures against humorous backgrounds such as a strongman, a mermaid, or a clown. Each background has a cutout in which the subject puts his head. These backdrops can be painted in strong, vivid colors for color pictures or in various shades of grey for black and whites. For color pictures be sure to keep backdrop colors strong and bright, since pastels and soft shades are often disappointing.

An easy-to-make background
Material needed:

½″ composition board 4′ x 8′

1″ x 2″ strapping,
25 linear feet

2″ x 3″ studs,
2 (7 ft.) lengths

Felt-nib markers, artist's oil paints, sign-painter's paints, poster paints or spray cans of paint, claw hammer, keyhole saw, paint brushes, nails.

Cut a 4′ x 8′ sheet down to 6′ if desired. Around the edges of the sheet and on the back side, nail strapping. Cut 2 x 3's to the desired lengths and nail them to one piece of strapping. Toenail the bottoms to the flooring, as a brace, when permissible.

Infinite variations are possible.

Cut out holes for heads with a keyhole saw. Apply one or two coats of white paint and dry. Paint on designs using a large soft brush and colorful paints. To use spray paints, cut spray masks from old manila folders, or use masking tape and newspapers. Felt-nib markers may also be used.

For more complete information, contact Polaroid Customer Service, Cambridge, Massachusetts 02139.

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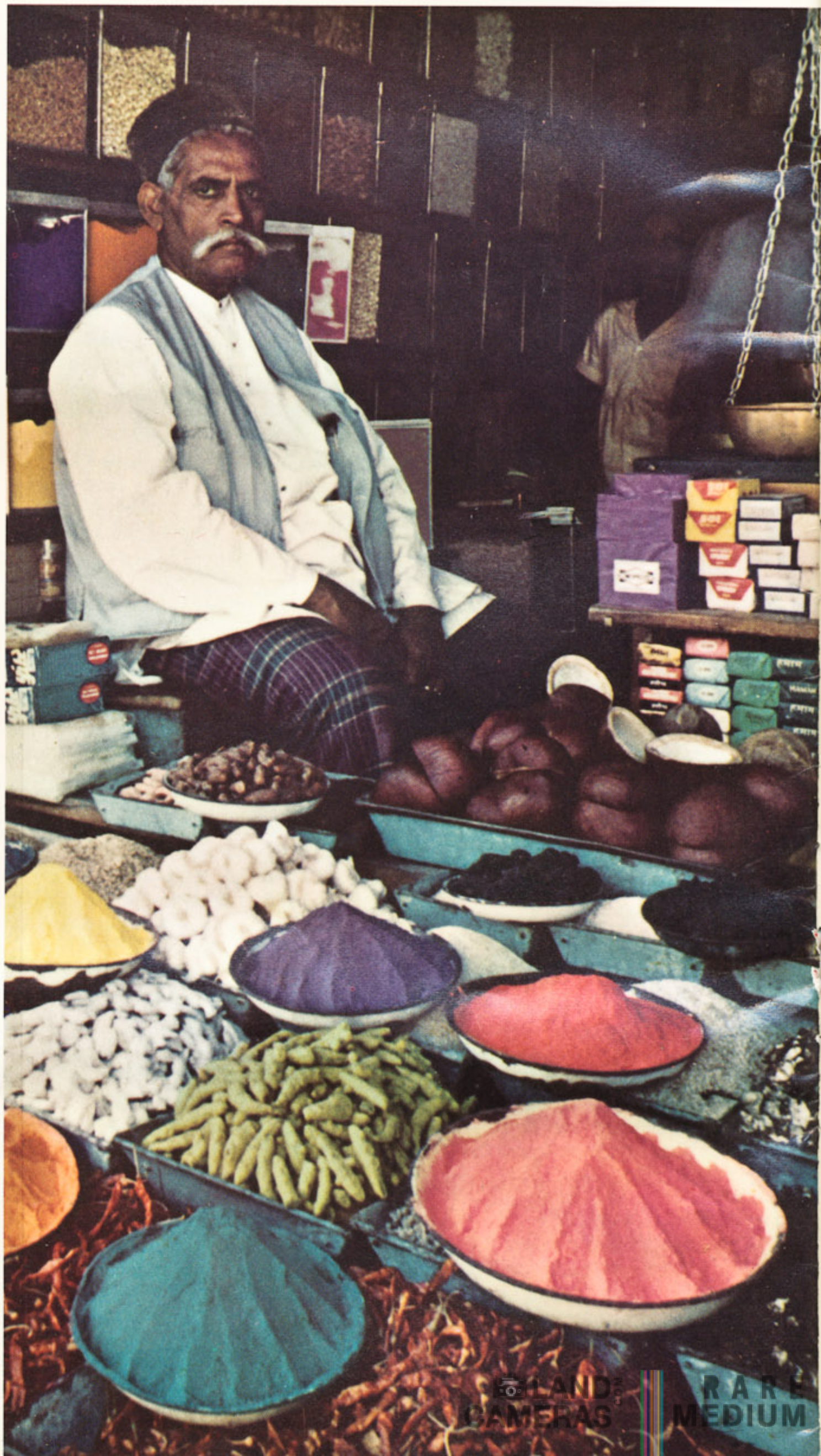
A gallery of Polaroid color pictures.

Late afternoon light when the sun is low makes this picture of a blonde girl and a Palomino in a wheat field a study in yellows.

Still lifes are a challenge to the creative photographer. This one was done with natural light from a window.



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Burt Glinn, well-known professional photographer writes: "I was photographing a tourist advertising campaign for the Government of India. It was November and the monsoons had ended and the cities were at their best. In Madras, in Old Delhi, and finally in the Crawford Market of Bombay we found those merchants who retailed spices, condiments, dyes, grains, and colorings for the iridescent Indian sweets.

"On our last day in India we came across the shop in the picture. It was in a small corner off the main streets of the Crawford Market. It was only after I had made my first Polaroid exposure that I realized what we had let ourselves in for. Our retreat from our small cul-de-sac was cut off by hundreds of very friendly but insatiably curious Indians. The novelty of instant color pictures drew a sea of hands reaching for the print, jostling the camera, and I must admit, disconcerting the photographer.

"It took the intervention of the police to enable me to get a second and third exposure and then to fight our way through the wall of human flesh to the car and escape. Kipling was lucky — he only carried a pencil."

Do you know about our Customer Service Department?

Please write Customer Service, Polaroid Corporation, Cambridge, Massachusetts 02139, if you have questions that haven't been answered or if you wish more detailed information. Be sure to send sample pictures with your letter. The pictures will be returned with as much helpful information as we can provide.

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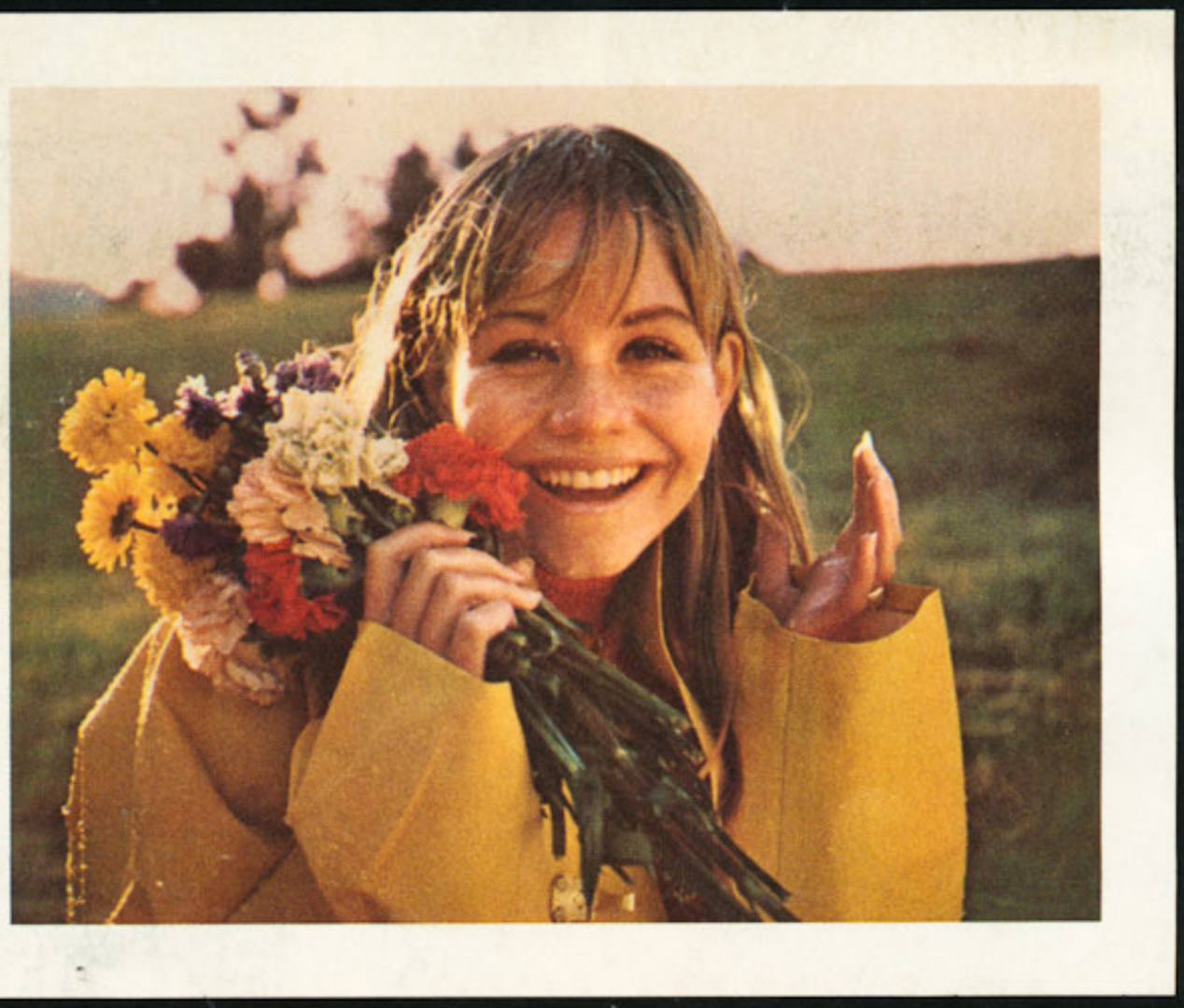

When you can't wait to see your pictures, you don't have to.

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